

**REMARKS**

Claims 1, 2, 4, 5, 7, 8, 10, 11, 13 and 14 are pending in the application. It is respectfully submitted that this Response is fully responsive to the Office Action dated December 22, 2009.

Claims 1, 2, 4, 5, 7, 8, 10, 11, 13 and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Takayama et al. (US Publication No. 20010019960) in view of Chinomi et al. (US Publication No. 20040059498).

This rejection is respectfully traversed.

The cited reference of Takayama et al. discloses a system providing services which are limited in a specific area, in which a service database stores a service program executing various services, such as a sightseeing guidance at a tourist resort or an information guidance at a place for an event, and an area allowing the service program to execute with relevancy to each other, and when the service database receives a service selection information requested by a mobile station and, a current position information of the mobile station, it judges the allowed, area corresponding to the service program executing a selected service and the current position of the mobile station. If the mobile station is within the allowed area, the requested service is executed and if not, the requested service is prohibited from executing.

Since Takayama's server does not provide a service list, which is similar to the content guide information of the present invention, with the mobile station in advance, the mobile station communicates with the server, requests to provide the service list with the mobile station and then selects a desired service by referring to the service list. The mobile station can get the selected service in case of being in the area where the selected service is provided, but can not

get the selected service in case of not being in the area where the selected service is provided.

The mobile station can not get information in advance that which service is receivable in which area, because of not being provided the service list by the server.

The navigation system disclosed by Chinomi et al. has a construction that if a user (mobile station) establishes a selection criterion of content receiving area after selecting a content from a content list, a server transmits plural content receiving areas, where the content is downloadable, to the user based on the selection criterion and then the user selects the desired content receiving area. Chinomi's system has an object that the content is downloadable at any content receiving area and presents the content receiving area, where is close to the route of the user, to the user.

The word of "area" in Chinomi means a facilities in which a wireless access point is established and is different from regional content providing area where the content is downloadable as disclosed in the present invention accordingly. Therefore, Chinomi's system is that the information relating to the content receiving area is provided with the user and is not a system as disclosed in the present invention that the regional content providing area is provided with the user. Since the content receiving area is not shown in the content list, when the user selects a content, the user can not know where the content is downloadable.

Further, Chinomi's invention presents a content receiving area that is close to the user's route as a content receiving area provided when the user selects a content. Accordingly, it is different from the present invention in which a content guide information associating the content

with an area to which the content is downloadable is provided with a mobile station, regardless of a current position or route of the mobile station.

Therefore, the present invention is not obvious over the combination of Takayama et al. and Chinomi et al.

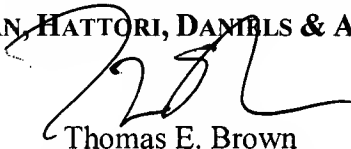
In view of the above remarks, Applicants submit that the claims are in condition for allowance. Applicants request such action at an early date.

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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